



**THE WORLD'S
LARGEST ACTUARIAL
PROFESSIONAL
ORGANIZATION**

**REACH NEARLY 40,000 SOA
MEMBERS AND CANDIDATES**

THE Actuary

2022 MEDIA KIT

Thanita Anusonadisai, FSA, CERA

WELCOME



Welcome to the 2022 media kit for *The Actuary*, the award-winning flagship publication of the Society of Actuaries (SOA).

AWARDS & RECOGNITION

- » **2021:** Two Bronze EXCEL Awards
- » **2020:** Gold EXCEL Award, Silver EXCEL Award
- » **2019:** Folio Ozzie Award Honorable Mention, two Bronze EXCEL Awards, Merit Gold Circle Award
- » **2018:** Folio Ozzie Award Winner, Gold Hermes Creative Award, Silver EXCEL Award, two Bronze EXCEL Awards



Seize the Opportunity

Contact Michael J. Mrvica
M.J. Mrvica Associates Inc.
Tel: 856.768.9360
Fax: 856.753.0064
Email: mjmrvica@mrvica.com

ABOUT THE SOA

With roots dating back to 1889, the Society of Actuaries (SOA) is an education, research and professional membership organization. **With nearly 32,000 members and more than 35,000 candidates**, the SOA is the world's largest actuarial professional organization.

Through **education** and **research**, the SOA **advances** actuaries as **leaders** in measuring and **managing risk** to **improve financial outcomes** for **individuals, organizations** and the **public**. Actuaries are **highly sought-after professionals** who develop and communicate **solutions** for **complex financial issues**.

The Actuary is your connection to the global actuarial market. Reach actuaries in every specialty, including:

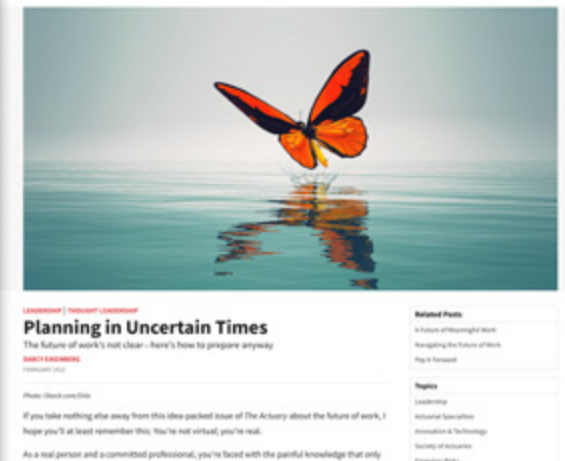
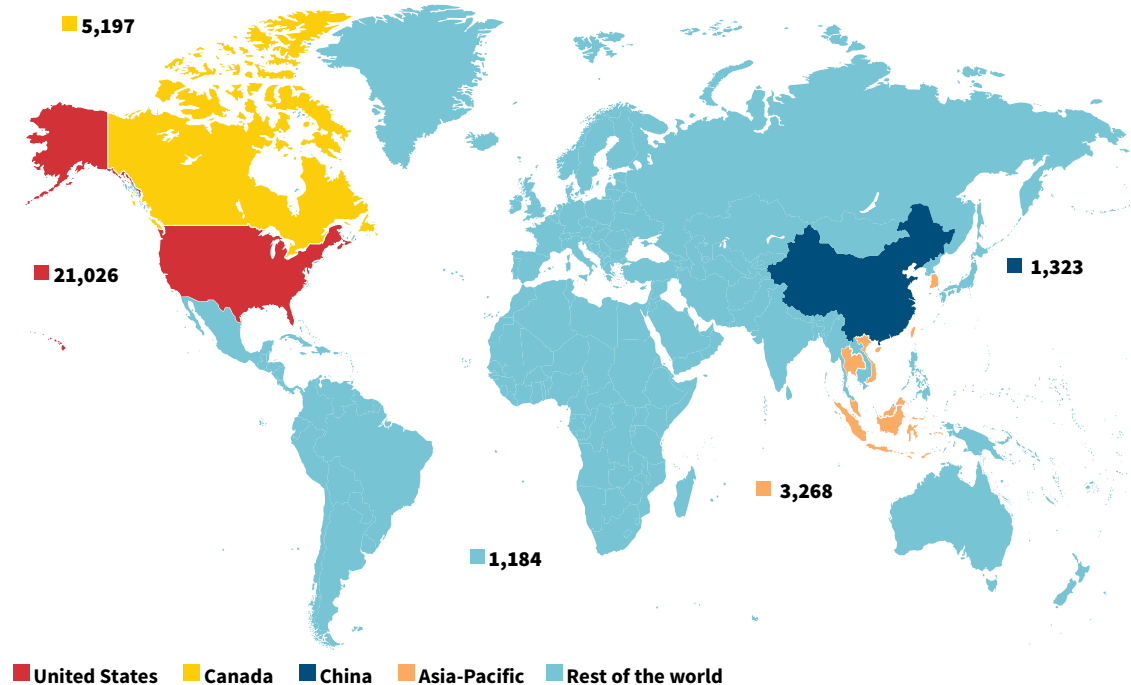
- » Life
- » Retirement
- » Health
- » Finance
- » Risk management
- » General insurance
- » Investment
- » Property and casualty
- » And more ...

Don't Pass on This Chance

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MEMBERS BY REGION

31,998 TOTAL MEMBERSHIP COUNT AS OF DECEMBER 2021





ABOUT ^{THE} Actuary

Actuaries inform and make business decisions that lead to **profits, savings, stability** and **success**. They turn to *The Actuary* to find information they can trust. *The Actuary* gives readers the information they need to stay on top of actuarial trends and enhance their business career development.

The Actuary offers exceptional digital advertising opportunities.

THEACTUARYMAGAZINE.ORG

- » *The Actuary* has a responsive website with a modern, clean look.
- » Content is updated multiple times a month.
- » Last year, there were 268,100 website visits and 368,900 page views.

THE ACTUARY E-NEWSLETTERS

Reach a global audience of 35,770+ SOA members and candidates 12 times a year.

There are three separate e-newsletters for the audiences in Asia, Canada and the Rest of the World.

- » *The Actuary* Asia reaches 4,770+ SOA members and candidates in Asia.
- » *The Actuary* Canada reaches 7,500+ SOA members and candidates in Canada.
- » *The Actuary* Rest of the World e-newsletter reaches 23,500+ SOA members and candidates across the globe.

ESTABLISHED
2004

FREQUENCY
Website content is updated multiple times per month.

12x e-newsletter
with three separate e-newsletters for Asia, Canada and the Rest of the World.

ASIA E-NEWSLETTER CIRCULATION
4,770+

CANADA E-NEWSLETTER CIRCULATION
7,500+

REST OF THE WORLD E-NEWSLETTER CIRCULATION
23,500+

AUDIENCE
Members and candidates of the Society of Actuaries

All Eyes on Your Ad

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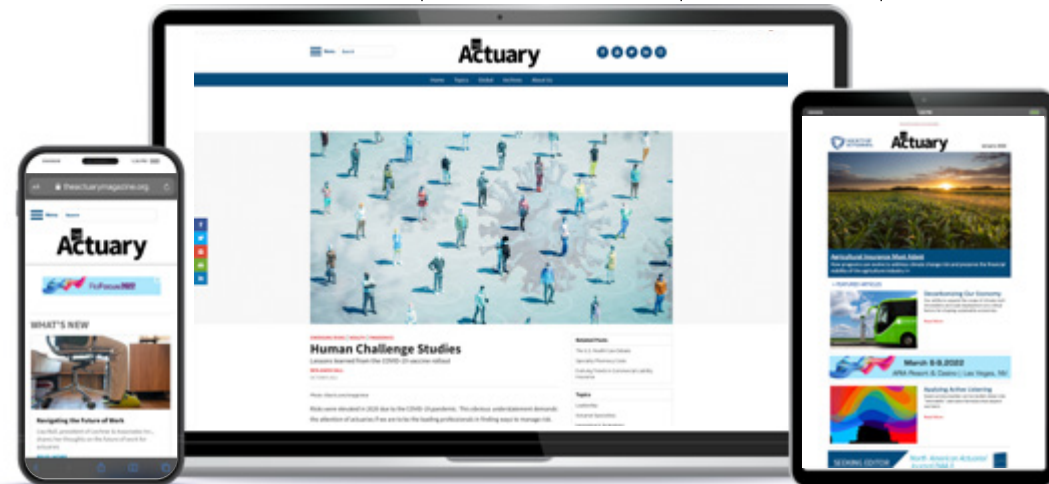
Rolande S. Mbatchou, ASA, MAAA

EDITORIAL CALENDAR & MATERIAL DEADLINES

TheActuaryMagazine.org website ads must be submitted five business days prior to the intended start date.

MONTH	CANADA ISSUE THEME	REST OF THE WORLD ISSUE THEME	E-NEWSLETTER SPACE RESERVATION DEADLINE	E-NEWSLETTER AD MATERIAL DUE	E-NEWSLETTER DEPLOYMENT
January 2022	The Rise of Importance of InsurTech	Future of Insurance Products	Jan. 4, 2022	Jan. 7, 2022	Jan. 29, 2022
February 2022	Diversity, Equity and Inclusion	Future of Work—Pandemic Impact	Feb. 1, 2022	Feb. 7, 2022	Feb. 26, 2022
March 2022	Climate Change	Judgment	March 1, 2022	March 7, 2022	March 26, 2022
April 2022	Evolution of the Actuarial Profession	Work and Creativity	April 1, 2022	April 8, 2022	April 30, 2022
May 2022	Privacy and Business Ethics	Book Review with Actuarial Interpretation	May 2, 2022	May 9, 2022	May 28, 2022
June 2022	Actuaries in Nontraditional Roles	Generational Collaboration or Division	June 1, 2022	June 8, 2022	June 25, 2022
July 2022	IFRS 17	Emerging Risks	July 1, 2022	July 8, 2022	July 30, 2022
August 2022	Digital Innovation and Transformation	Retirement, Longevity, Impact of Living Longer	Aug. 1, 2022	Aug. 8, 2022	Aug. 27, 2022
September 2022	Health (Overall Well-being and Work/Life Balance)	Education	Sept. 1, 2022	Sept. 9, 2022	Sept. 24, 2022
October 2022	Actuaries and Social Media Presence	External Factors	Oct. 3, 2022	Oct. 10, 2022	Oct. 29, 2022
November 2022	Leadership and Communication	Anti-trust	Nov. 1, 2022	Nov. 8, 2022	Nov. 26, 2022
December 2022	Professionalism, Skills, What's New in the Business World?	Ethical Technology, Regulation Impact	Dec. 1, 2022	Dec. 9, 2022	Dec. 31, 2022

No cancellations will be accepted after reservation deadline. Preferred positions are non-cancellable. Acceptance of advertising is subject to approval by editor.



THEACTUARYMAGAZINE.ORG WEBSITE AD OPPORTUNITIES & RATES

More advertising opportunities than ever are now available on *TheActuaryMagazine.org*. Ad opportunities include:

- » Banner ads
- » Video ads
- » Sponsored content
- » White paper posting
- » Interactive polls

THEACTUARYMAGAZINE.ORG AD RATES

Banner ads will rotate upon refresh and can have up to 33% share of voice.

POSITION	MONTHLY RATE
Top leaderboard banner ad	\$975
Bottom leaderboard banner ad	\$780
Top/bottom medium rectangle banner ad	\$875
Self-hosted video	\$1,250
Sponsored content	\$3,000
White paper posting	\$1,500
Interactive poll	\$985

Reach Out Now

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*TheActuary
Magazine.org*

268,100 visitors
and 368,900 page
views in 2021

Jason Hiquet,
FSA, CERA

THEACTUARYMAGAZINE.ORG WEBSITE AD SPECS & REQUIREMENTS

BANNER AD SPECS

AD SIZE	LEADERBOARD	MEDIUM RECTANGLE
Dimensions	728 x 90 px (desktop) 468 x 60 px (tablet) 320 x 50 px (mobile)	300 x 250 px (desktop, tablet and mobile)

All ad sizes listed must be supplied per ad space.

ACCEPTABLE FILE FORMAT

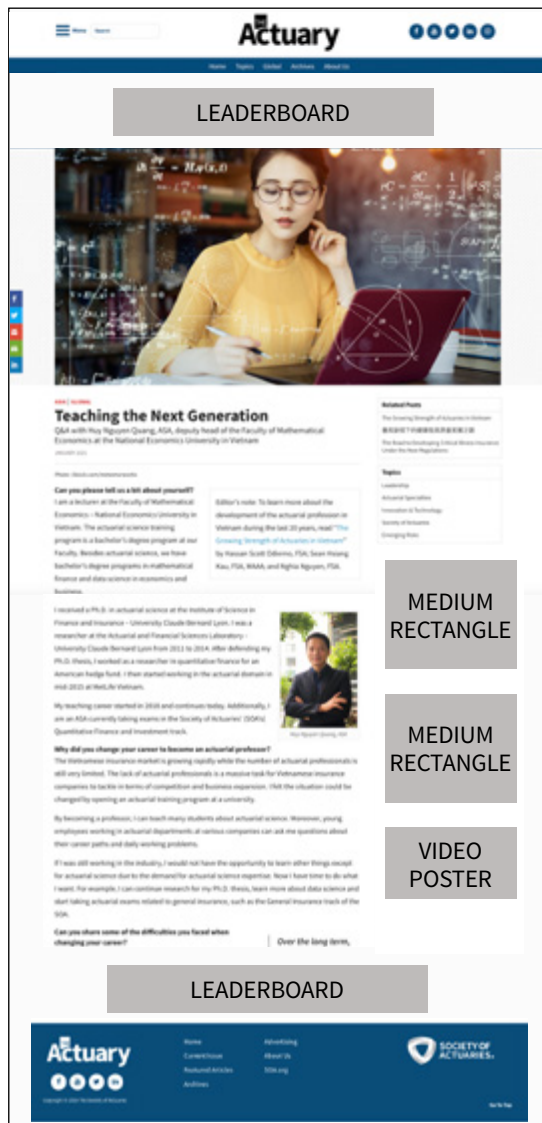
- » All web images must be 72 dpi
- » RGB or indexed color format
- » HTML5 ads are accepted; flash ads are not accepted (See support.google.com/admanager/answer/7046799 for more information on HTML5 requirements)
- » Accepted file types: .jpg, .png, .gif
- » Maximum file size: 90KB
- » Animated GIFs are allowed; maximum animated time is 30 seconds
- » Click tags allowed
- » Must provide URL for click-through
- » Creative must be served from HTTPS connection

VIDEO ADVERTISING REQUIREMENTS

- » Must provide video in the form of a Vimeo or YouTube link
- » Poster image size: 300 x 150 px
- » Poster image file type: .jpg, .png, .gif
- » Poster image color format: RGB
- » Poster image resolution: 72ppi
- » Poster image maximum file size: 90KB
- » Must provide one click-through URL

Any Questions?

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BROWSER COMPATIBILITY

Banner ads are served using Google Ad Manager and may be blocked by some networks from view. Compatible browsers include:

- » IE7–IE10 (some IE7 and IE8 configurations are known to block Google Ad Manager ad sources)
- » Chrome, Firefox, Safari
- » iOS, Android, Win7 Mobile

SUBMITTING AD MATERIALS

Please submit files via email to mjmrvica@mrvica.com. Indicate name of file, advertiser name and contact information. The publisher will advise if the ad passes preflight or needs corrections. All website ads must be submitted five business days prior to the intended start date and are subject to approval.

— E-NEWSLETTER AD SPECS, RATES & REQUIREMENTS —

The Actuary e-newsletter monthly distribution, by audience:

4,770+ SOA members and candidates in Asia

7,500+ SOA members and candidates in Canada

23,500+ SOA members and candidates throughout the Rest of the World

Secure Your Ad Spot

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THE ACTUARY E-NEWSLETTER AD RATES

There are three monthly e-newsletters for *The Actuary*: Asia, Canada and the Rest of the World. There are three available ad positions per e-newsletter. Website/email bundles are available upon request.

VERSION	MONTHLY RATE
Asia banner	\$975
Canada banner	\$975
Rest of the World banner	\$1,350

THE ACTUARY E-NEWSLETTER AD SPECS

AD SIZE	BANNER
Dimensions	468 x 60 px

ACCEPTABLE FILE FORMAT

- » All web images must be 72 dpi
- » RGB or indexed color format
- » Accepted file types: .jpg, .png, .gif
- » Maximum file size: 90KB
- » Animated GIFs are allowed; maximum animated time is 30 seconds
- » Click tags allowed
- » Must provide URL for click-through

SUBMITTING AD MATERIALS

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TERMS & CONDITIONS

TERMS

Advertiser agrees that the Publisher's liability (if any) on account of omissions or errors in such advertising shall in no event exceed the amount of charges for the listing of advertising which was omitted or in which the error occurred and liability shall be discharged by abatement of the charges or (an advertising allowance) commensurate with the error for the particular listing of advertising in which the omission or error occurred, but in no event exceeding the contract price of the particular listing or advertising in which the omission of error occurred. No adjustment of any free listing or advertisement. Reproduction quality of photographs, screen tints and artwork provided cannot be guaranteed.

WARRANTIES

Advertiser represents and warrants that publication by Publisher of any advertising materials submitted by or on behalf of Advertiser will not (i) violate any right of any third-party intellectual property rights, including any copyright, trademark, patent or right of publicity or privacy, (ii) contain any statement that is false, misleading, malicious or defamatory, (iii) violate any applicable law, rule or regulation, or (iv) contain any unsubstantiated claims. If any advertising materials are delivered to Publisher electronically, the materials will not contain any viruses, worms, malware or other code or devices capable of disabling or interfering with any computer systems or software.

INDEMNITY

Advertiser shall defend, indemnify and hold Publisher harmless against any and all third-party claims, liabilities, costs or expenses (including, but not limited to, reasonable attorneys' fees) incurred by Publisher in connection with or arising out of a violation by Advertiser of any warranty herein or arising out of the publication, display or distribution of any advertising hereunder.

LIMITATIONS ON LIABILITY

In no event shall publisher be liable for any indirect, incidental, consequential, special or exemplary damages arising in connection with this insertion order. Claim against publisher hereunder, publisher's sole liability, and advertiser's sole remedy, shall be limited to fees paid by advertiser hereunder. Publisher disclaims all warranties of any kind, whether express or implied, including but not limited to the implied warranty of merchantability of fitness for a particular purpose and implied warranties arising from course of dealing or course of performance. Without limitation of the foregoing, publisher specifically disclaims any warranty pertaining to any benefit advertiser might obtain from displaying the advertisement or that the advertising will be error-free.

Advertise Today

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